

LEO BURNETT COMPANY, Inc.

Ad No. 491—Req. No. 77054 (Buddy Barn)—1 Page—4/C—4½ x 6½ in.—TV Guide, 1971 (D)  
Printed in U.S.A.

## Multifilter: Lower in tar than 95% of all cigarettes sold.



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Multifilter. A low-tar cigarette with a tobacco man's kind of flavor. Lower in tar at 15 mgs. than 95% of all cigarettes sold in the U.S. which range from a high of 21 mgs. tar to a low of .2 mgs. tar.



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